

KANTAR

Velkommen til frokostseminar

Smart reklametesting

Fra system 1-reaksjoner til
volumtesting med AI

27. februar 2025

08:30-09:30



Agenda

Hvordan er fremskritt innen reklametesting en gamechanger for utvikling av effektiv kommunikasjon?

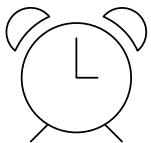
1. Hvorfor reklametesting er smart | Trine
2. Surveybasert pretesting med neuroscience | Trine
3. How AI Supercharges Creative Effectiveness | Mauro
4. Læring fra i dag | Trine
5. Q&A de siste 5-10 min.!



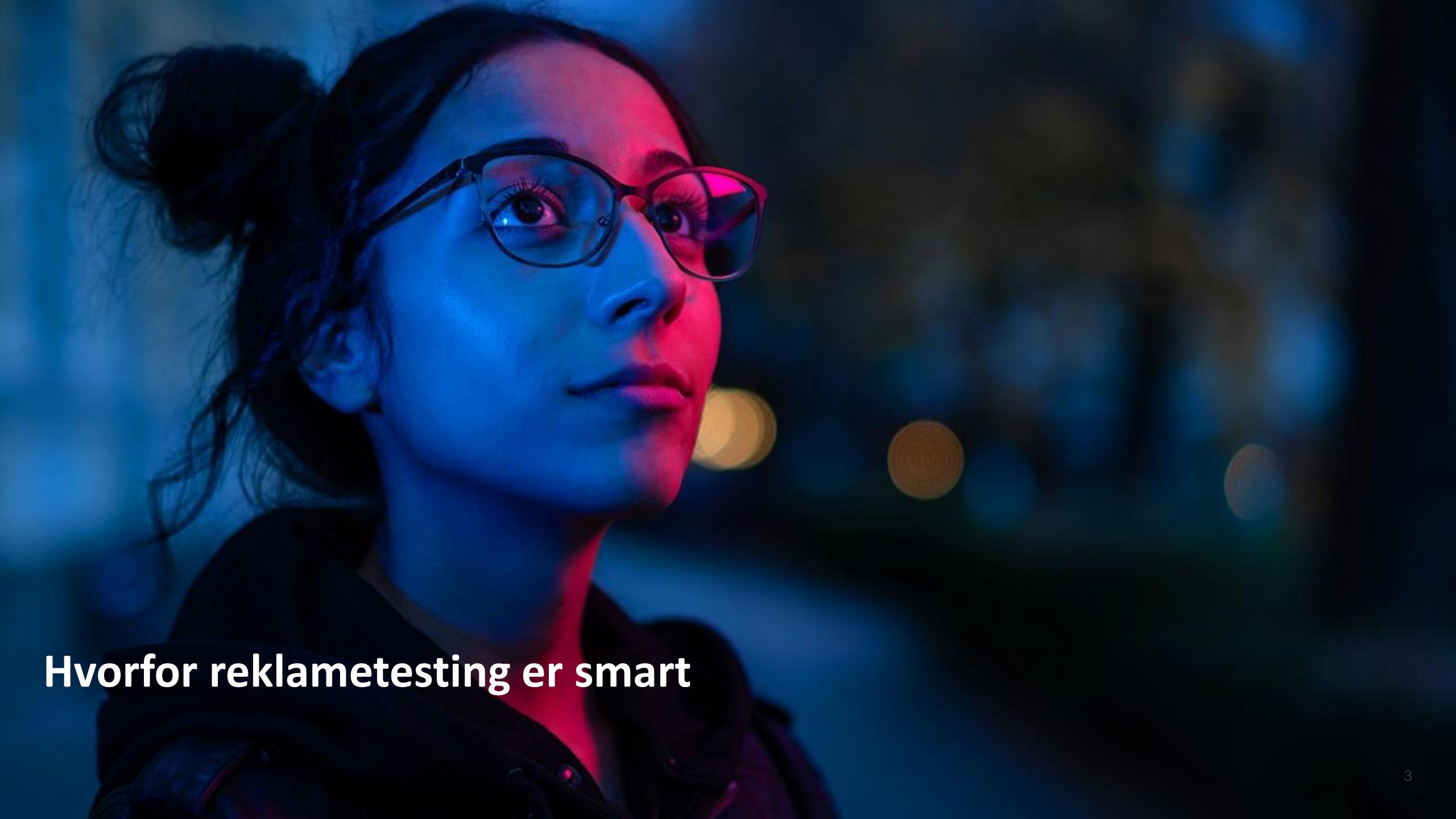
Trine Byg
Creative & Media Lead, Norge



Mauro Fusco
Global BMROI Analytics
Kantar EMEA Lead



08:30–09:30

A close-up profile photograph of a woman with dark hair and glasses, looking upwards with a thoughtful expression. The background is dark and out of focus, with several bright, glowing yellow and orange circular lights, resembling stars or celestial bodies, scattered across the upper right side.

Hvorfor reklametesting er smart

BRANDS

GROW BY BEING MEANINGFULLY DIFFERENT TO MORE PEOPLE

Growth accelerators for winning marketers to operationalise effectively

PREDISPOSE MORE PEOPLE

BE MORE PRESENT

FIND NEW SPACE

BEHAVIOURS: CONSISTENT, CONNECTED, OPTIMISED

POWERED BY THE MEANINGFUL DIFFERENT AND SALIENT FRAMEWORK AND MOST MEANINGFUL DATA

KANTAR

#1 Kreativ kvalitet er en nøkkelfaktor for å bygge predisposisjon

Kreativ kvalitet gir

49%

Salience bidrag*

4x

Return on marketing
investment**

Kreativ kvalitet er den absolutt
største driver av oppmerksomhet.
Skal merkevaren bli lagt merke til må
den kreative kommunikasjonen
optimeres

Effektiv kreativ kommunikasjon ...



Skaper
oppmerksomhet



Driver
salg



Styrker
merkevaren

Effektive annonser er mer
sannsynlig å føre til økt ROMI

#2 Pretesting betaler seg

250 000+

pre-tester i vår globale Link database

Tidlig pretesting gir

+15%

større sannsynlighet for økt
kortsiktig salg*

#3 Emosjoner maksimerer effekt

Reklamer med høy expressiveness har

8X

Høyere volumandel

... end reklamer med lav expressiveness*

Reklamer som vekker sterkere følelser genererer...

+61%

Langsiktig brand equity (Power percentile)**

+50%

Branded engasjement (Impact percentile)**

Hvordan sikre at reklamen
vekker (de rette) følelser?

A close-up portrait of a woman's face, split vertically by a bright beam of light. The left side is bathed in a deep red glow, while the right side is cast in a cool blue light. Her dark hair is visible, and she has a neutral expression. The background is solid black.

**Surveybasert reklametesting med
neuroscience**

Kombiner det beste fra survey med neuroscience/system 1-teknikker



- Oppmerksomhet
- Branding
- Engasjement
- Diagnostikk av kreative virkemidler (musikk, humor, kjendiser, slogan)
- Merkeassosiasjoner
- Budskapsforståelse
- Kjøpsintensjon
- Brand equity
- Differensiering

- Facial coding
- Eyetracking
- Intuitive Assosiasjoner

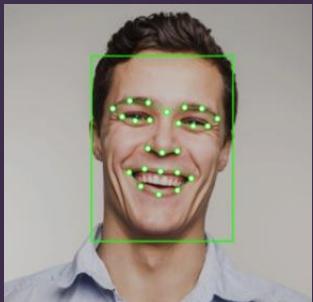
- ✓ Innsikt om idé og uttak, helt ned på scenenivå
- ✓ Kryssanalyse mellom survey- og neurosciencedata
- ✓ Nasjonale benchmarks
- ✓ Svar ned til 48 timer
- ✓ Innsikt til videre utvikling og optimalisering

ETTERASJONALISERING



#Facial coding

Via webcam



Smile, Disgust, Surprise
Brow furrow, Smirk, Sadness
Sentimentality

- 1 Vekker reklamen følelser?
- 2 Hvilke deler/scener vekker negative eller positive reaksjoner?
- 3 Lykkes reklamen med sin humor eller historiefortelling?
- 4 Er det deler som skaper forvirring?
- 5 Engasjerer folk seg aktivt eller passivt?

#Facial coding

Via webcam



Emosjonell engasjement (expressiveness)

Jo mer ansiktet reagerer på reklamen =
evnen til å skape reaksjon/emosjoner.



Netto positivitet (valence)

Hvor mye av den emosjonelle respons
som er positiv ut fra nivået og
frekvensen av positive versus negative
ansiktsreaksjoner.



Oppmerksomhet (attention)

Hvor mye tid som brukes på å se versus
å se bort fra reklamen på skjermen. Hvor
mye som er aktiv versus passiv
oppmerksomhet.

#Eyetracking

Via webcam

- 1 Hvor og hva ser respondentene på?
- 2 Er det forstyrrende elementer som tar fokus?
- 3 Får folk med seg brand logo hvor det er plassert?
- 4 Er det de ønskede elementer som tiltrekker mest oppmerksomhet?
- 5 Følger folk med gjennom hele filmen?
- 5 Hvilke scener eller hvilke elementer ser respondentene på når vi ser en reaksjon i Facial coding?

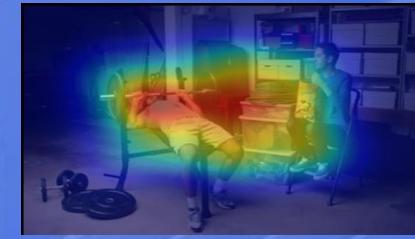
#Eyetracking

Via webcam

Uventede elementer



Situasjoner



Bevegelse i bakgrunnen



Interaksjoner



Mening



Følge blikket





Cheetos
POPCORN
CHEDDAR



LINK+ - DYBDE & MENING

Flexible evaluation & diagnosis

When survey-based reassurance is required to provide reliable, validated predictions of ability to increase sales and build brand value. Rich diagnostic insights identify opportunities for improvement. Features and metrics tailored to meet specific campaign and research goals.

Available for Digital, storyboards, TV (finished or animatic), print and outdoor ads.

Facial coding + eyetracking available for everything that moves (Digital, storyboards and TV (finished or animatic))

Human

LINK AI – MENGDE & TWEAKS

Volume testing

When a fast solution is needed to get an indicative read on your own or competitor ads at scale without the need of surveys.

Available for Digital & TV ads. Static Q2 2025

Machine



Unlocking a new source of ROI How AI Supercharges Creative Effectiveness

Mauro Fusco

Global BMROI Analytics EMEA Lead

mauro.fusco@kantar.com

Two ways to improve ad effectiveness

Intrinsically –
Improving the ad's specific features today



- Can I improve this ad's branding?**
- Refine its understanding?**
- Would this ad work in another market?**
- Increase its creative scores?**

Extrinsically –
Improving what ensures ad's success always



- Which factors ensure memorability?**
- Which elements boost branding?**
- How to treat sustainability effectively?**
- Should I use celebrities?**

Think about the creative journey

Screening concepts

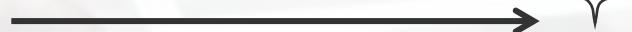


selecting creative lines

- informative,
- humour,
- celebrities,
- sustainability claims,
- CTA

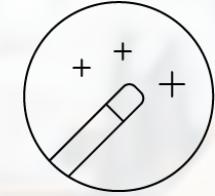


Improving & refining



optimising production

- soundtrack
- tagline
- actors
- brand featuring
- pack shot



Scaling



determining markets where the ads can travel or require adjustments



How to measure Creative quality?

LinkAI

tests ads in
15 minutes

validated over
250K ads

+60
languages

uses brand size
as input via
search data

100% AI
executed, from
test to report

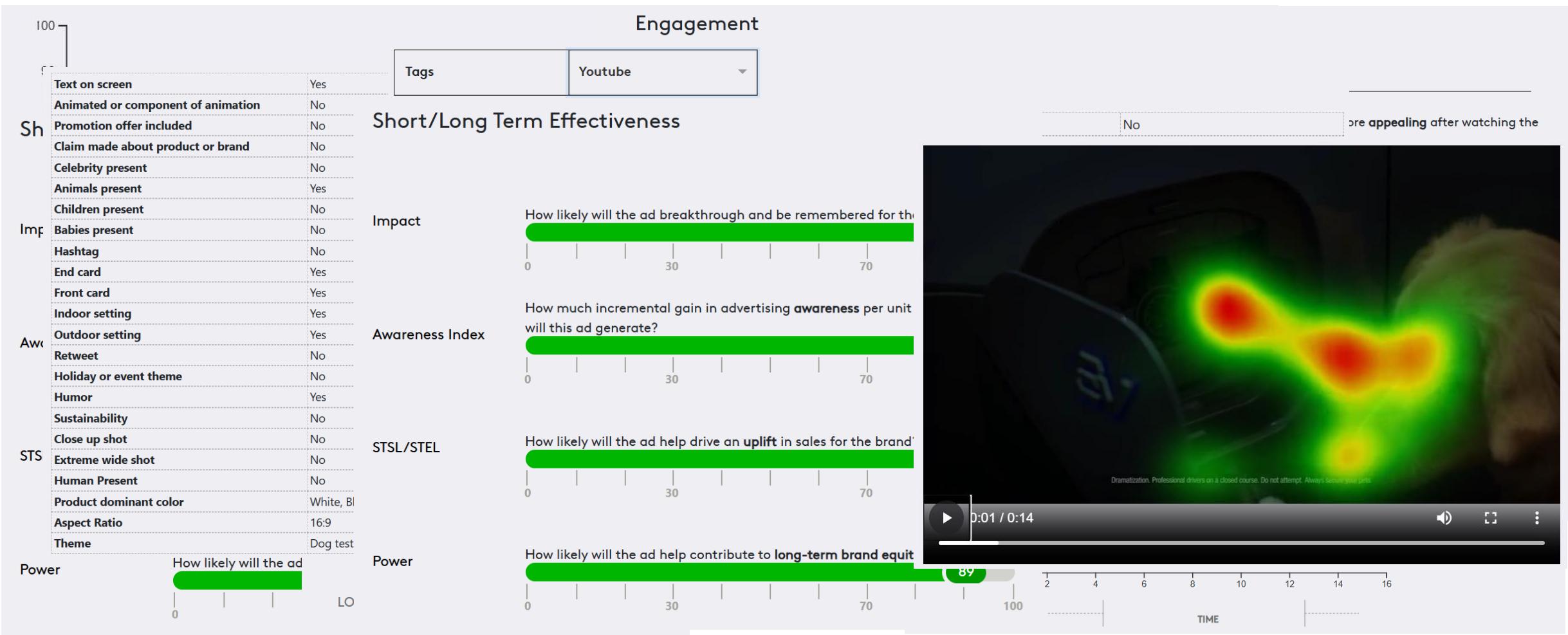
**predictive emotional
traces**

recognizes
celebrities

56 special
features tagged

**predictive
eye tracking**

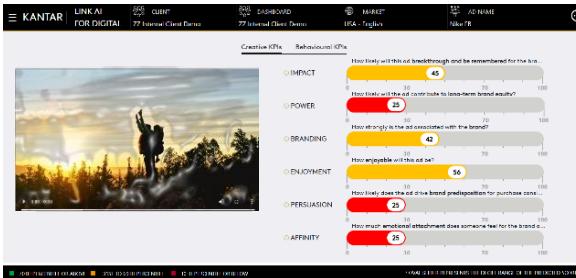
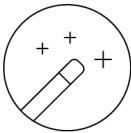
over 30 performance metrics, predictive emotional reaction, eye tracking, automatic tagging of creative features, sensitive to platform



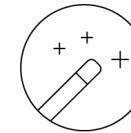
Screening and improving iteratively and optimise throughout ad development

Link AI efficiently measures different versions so that optimization can be made in real time.

Digimatic

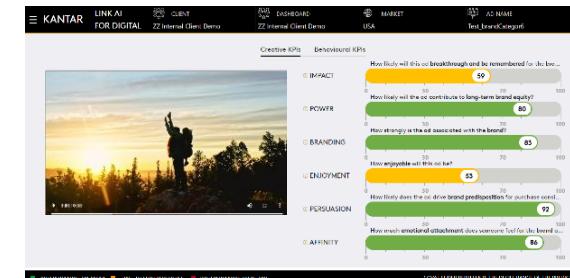


Rough cut



Average

Finished video



Borderline

Best

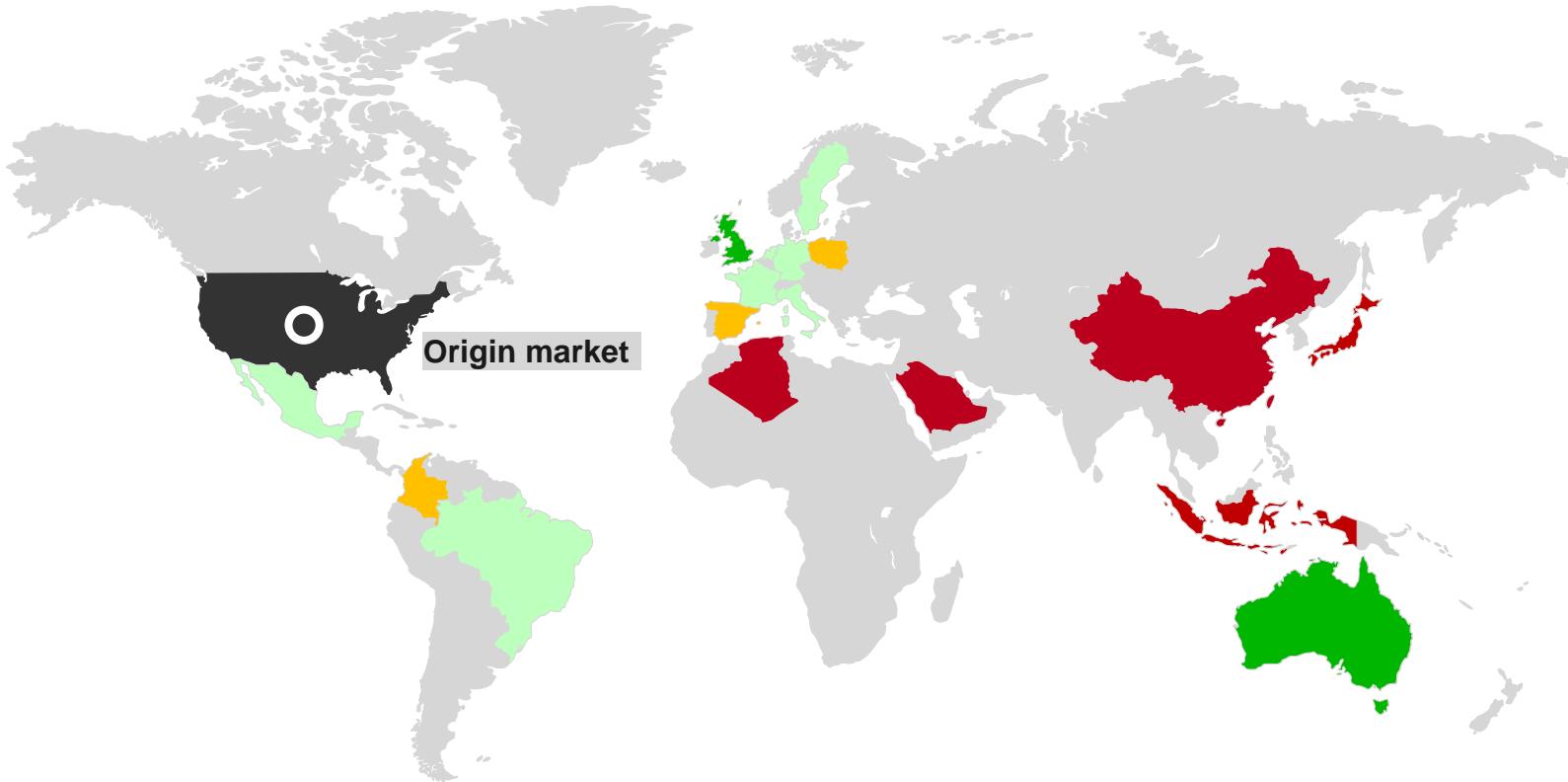
Case in point



Publicis used Link AI + Analyser throughout the creative development process to test iteratively and optimise quickly. The Analyser module offered the diagnostic measures needed to help the agency identify areas for improvement and measure the incremental improvement from edits along the way..

Global scaling to check if an ad can travel to other markets

Coca-Cola predict whether an ad will transfer to other markets effectively



Study alternative creatives in those markets

Case in point



The Coca-Cola Company has used Link AI to check on ad performance in multiple markets, maximising advertising ROI and saving creative time and production dollars by extending the use of best creatives in more markets and sharing creative best practices globally.

Two ways to improve ad effectiveness

Intrinsically –
Improving the ad's specific features today



Extrinsically –
Improving what ensures ad's success always



How to ensure the success to all your ads?

a breakfast cereals case study (141 ads)

actors profile

ingredients

mood/tonality

show preparation

sensory cues

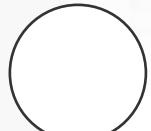


How to ensure the success to all your ads?

a breakfast cereals case study (141 ads)



individuals



actors profile



ingredients

mood/tonality

show preparation

sensory cues

How to ensure the success to all your ads?

a breakfast cereals case study (141 ads)



actors profile



don't claim



ingredients

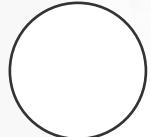
mood/tonality

show preparation

sensory cues

How to ensure the success to all your ads?

a breakfast cereals case study (141 ads)



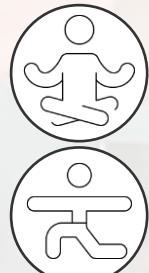
actors profile



show preparation



energetic



mood/tonality



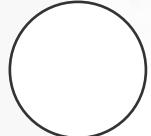
ingredients



sensory cues

How to ensure the success to all your ads?

a breakfast cereals case study (141 ads)



actors profile



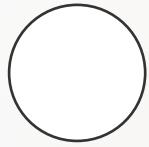
ingredients



mood/tonality



show



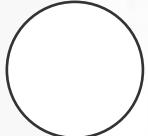
show preparation



sensory cues

How to ensure the success to all your ads?

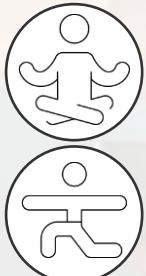
a breakfast cereals case study (141 ads)



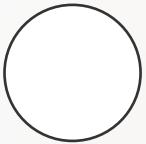
actors profile



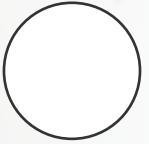
ingredients



mood/tonality



show preparation



sensory cues

WHAT WE DID

280+
Effie Europe
winning assets
evaluated by
LINK AI 2022-2024

Crème de la crème creativity delivers success

Link AI

EFFIE EUROPE

2024

GOLD WINNERS VS. AVERAGE

IMPACT

+18

CUT-THROUGH

POWER

+19

LONG-TERM EQUITY

PERSUASION

+12

SHORT-TERM SALES



Scrap these 5 creative assumptions for better YouTube ads

Ben Jones / June 2021

Share

Ben Jones is the global director of Google's Creative Works, a newly formed team with the mission of helping brands drive better business results with more effective creative.

No matter what tools or technology you have at your disposal, good creative is the last unfair advantage of ads that work. It's only natural that marketing and creative teams develop their own "rules" about what makes for effective creative on YouTube ads. We often find that those rules could benefit from a reframe. The truth is, successful brands on YouTube use creative strategies and tactics that are often very different from what you might remember from traditional media.



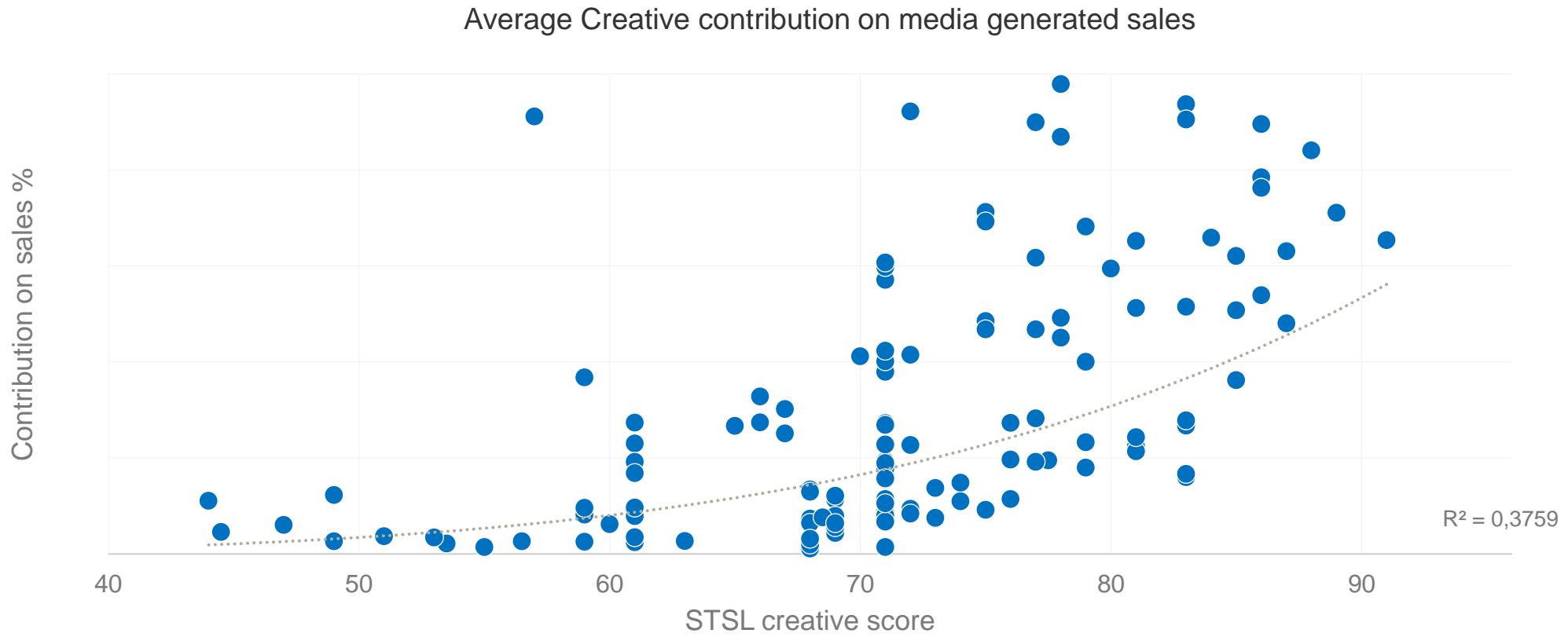
11k
ads tested with
LinkAI

scan this QR code for Google's full article



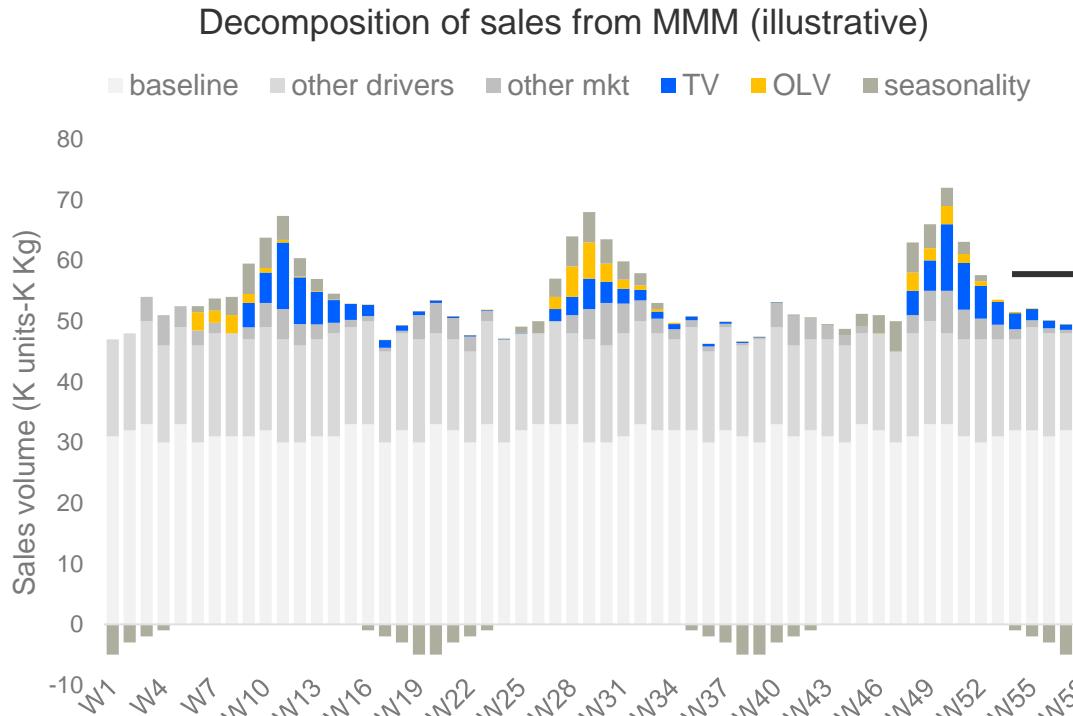
<https://www.thinkwithgoogle.com/future-of-marketing/creativity/creative-best-practices-youtube-ads/>

Better creative ensure higher ROAS

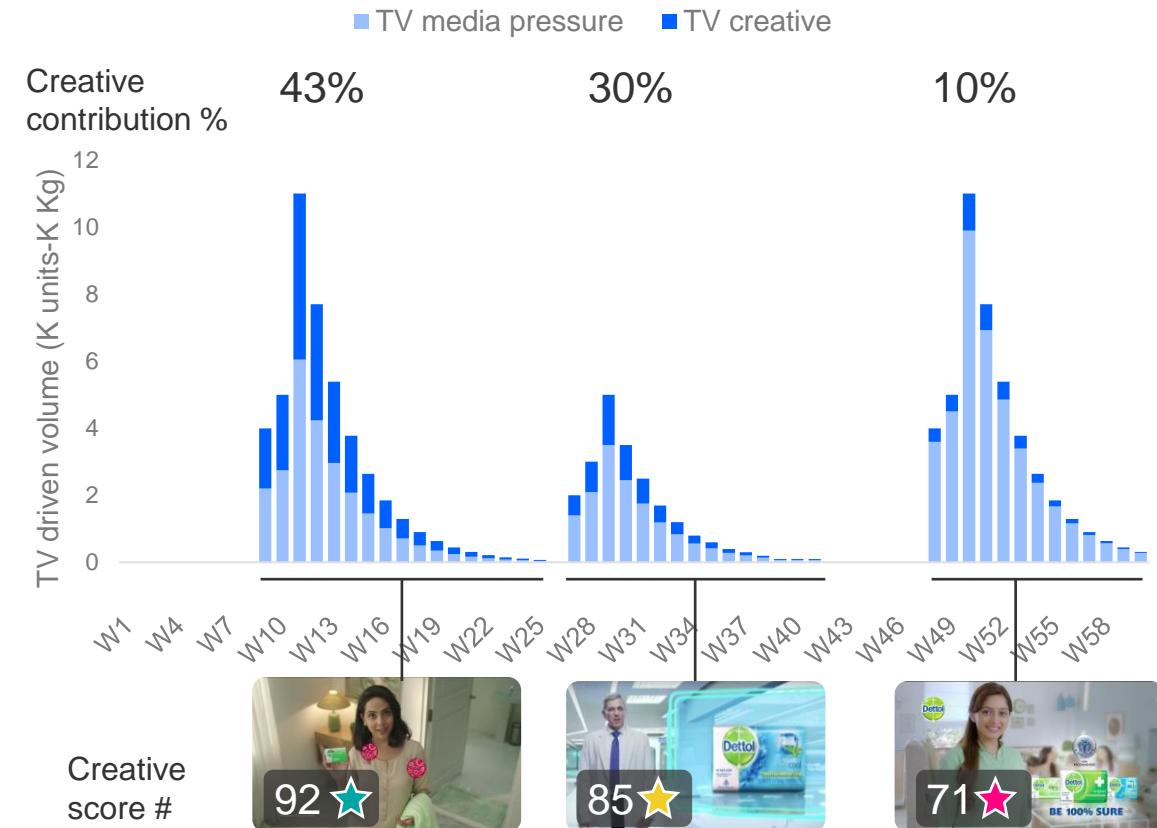


Measuring creative quality impact on sales

Creative scores modeling isolate ad quality from media pressure impact

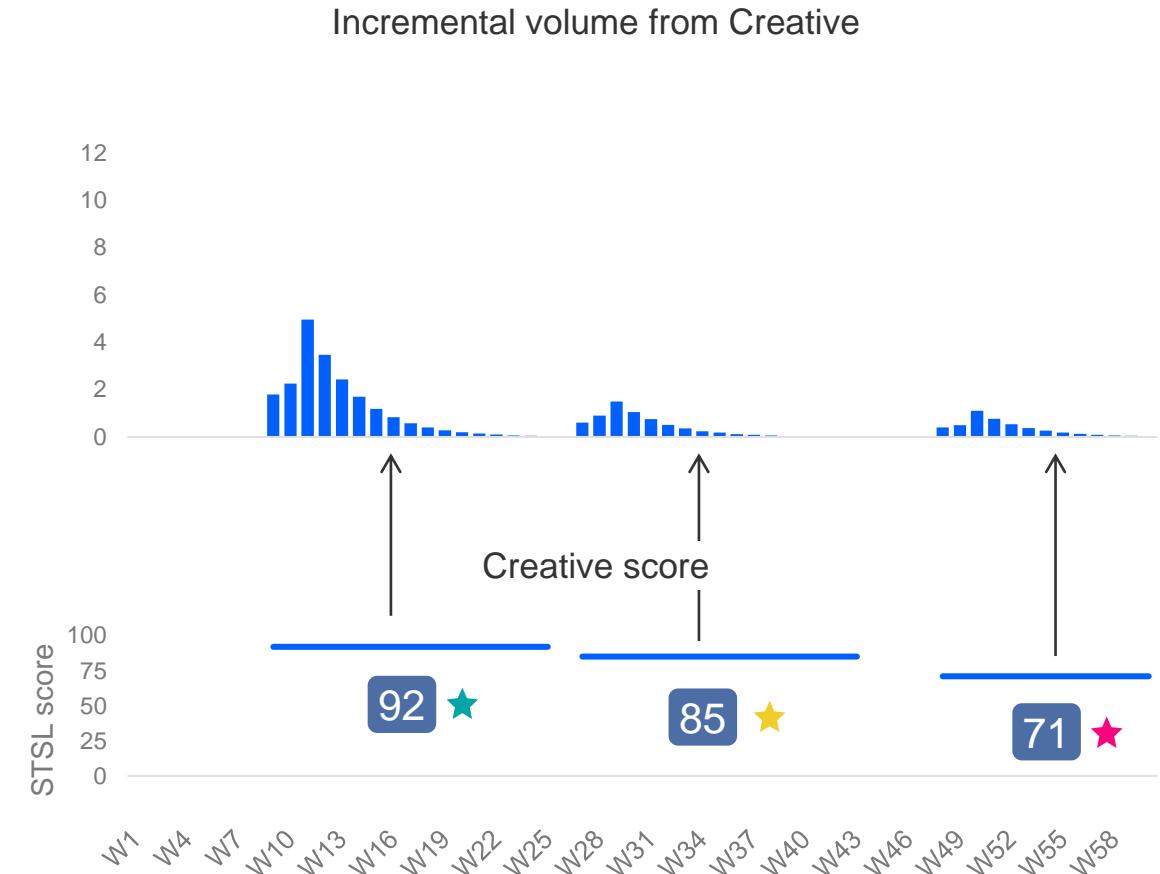
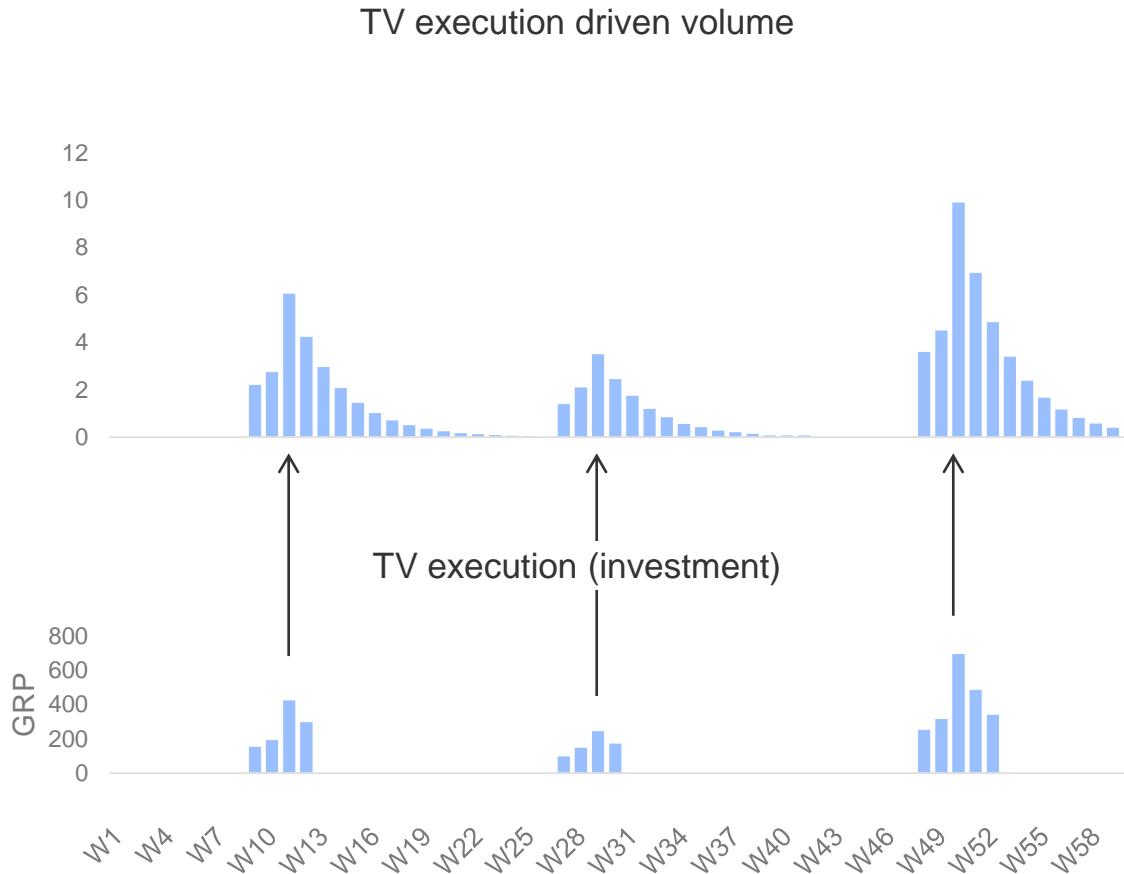


Split of TV Contribution between Execution and Creative



A good creative works as a multiplier of impact

Isolating the pressure from the creative contribution





MEASURES:

Short/Long Term Effectiveness

Brand Predisposition

Engagement

DIAGNOSTICS:

Diagnostic Traces

Emotion Snapshot



Impact

How likely will the ad breakthrough and be remembered for the brand?



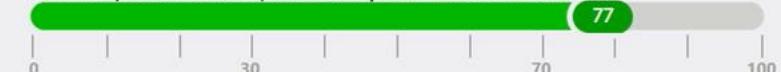
Awareness Index

How much incremental gain in advertising awareness per unit of media spend will this ad generate?



STSL/STEL

How likely will the ad help drive an uplift in sales for the brand?

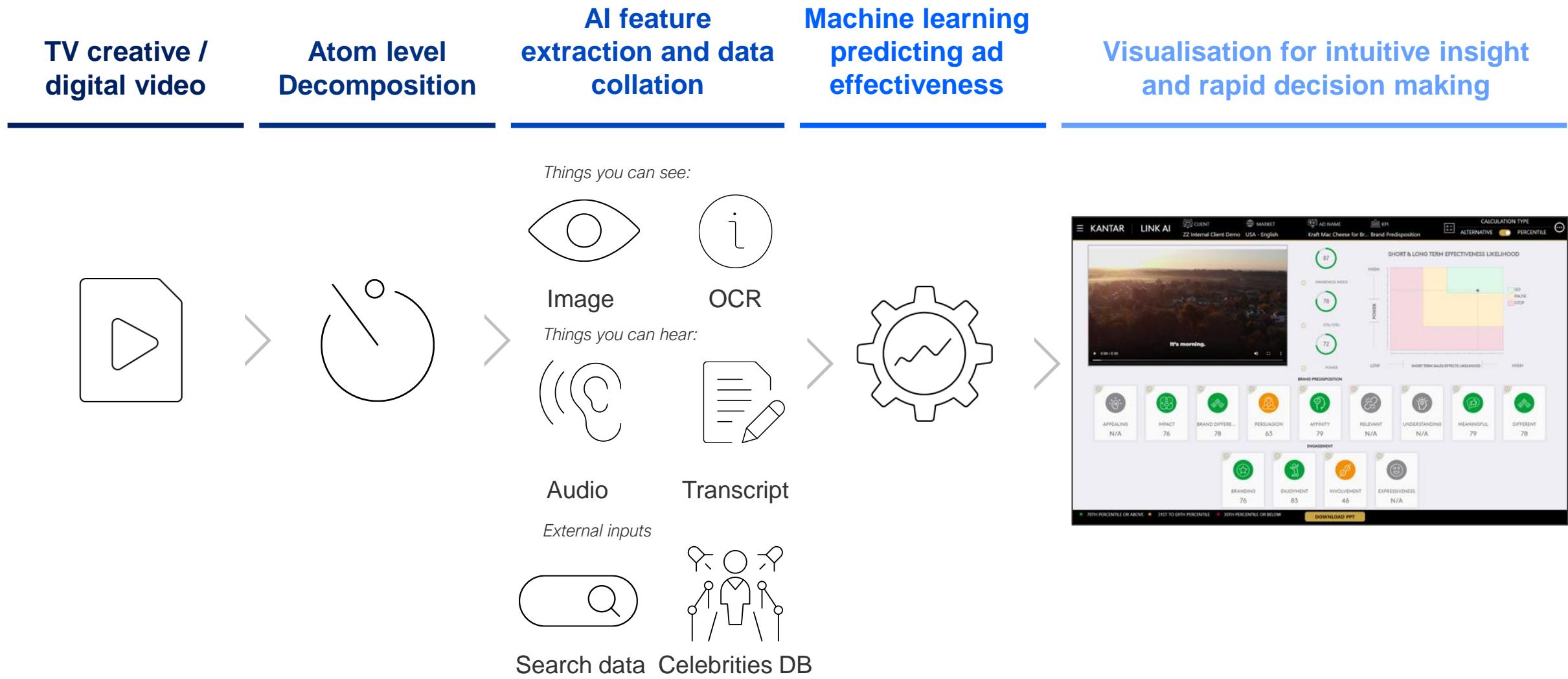


Power

How likely will the ad help contribute to long-term brand equity for the brand?



AI-driven process and machine learning to predict ad effectiveness



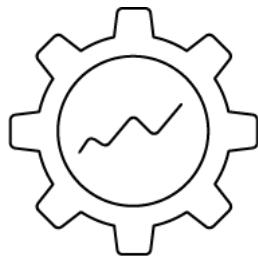
Machine predicts how a panel of category users will rate the ad on Link metrics benchmarking them against local Link TV norms

ML algorithms ingest all features extracted by AI

The first output is a predicted mean score on Link survey measures

Summary measures are calculated using the exact same formulas as Link

Percentiles are calculated using Link TV norms across categories in market of testing

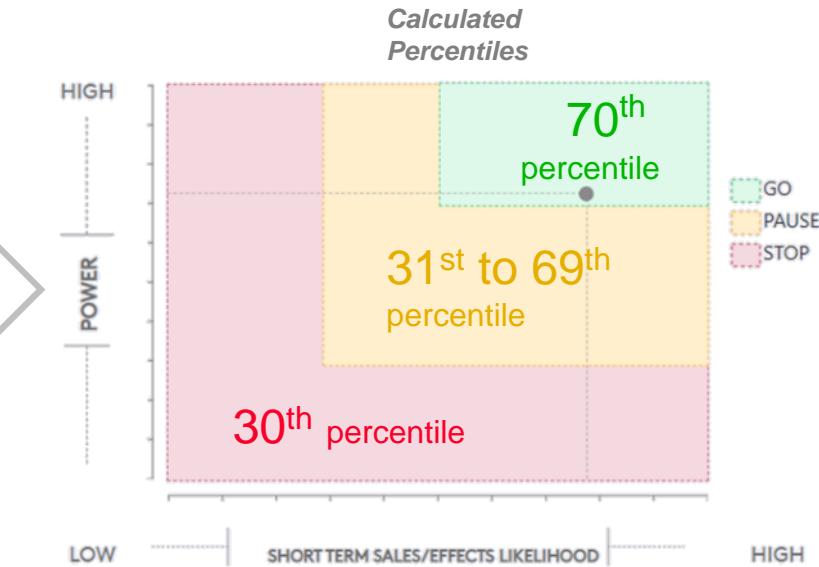


Predicted Survey Measures

Brand difference
Persuasion
Affinity
Branding
Enjoyment
Involvement

Calculated Summary Measures

Awareness Index
STL/STEL
Power
Impact score
Meaningful
Different

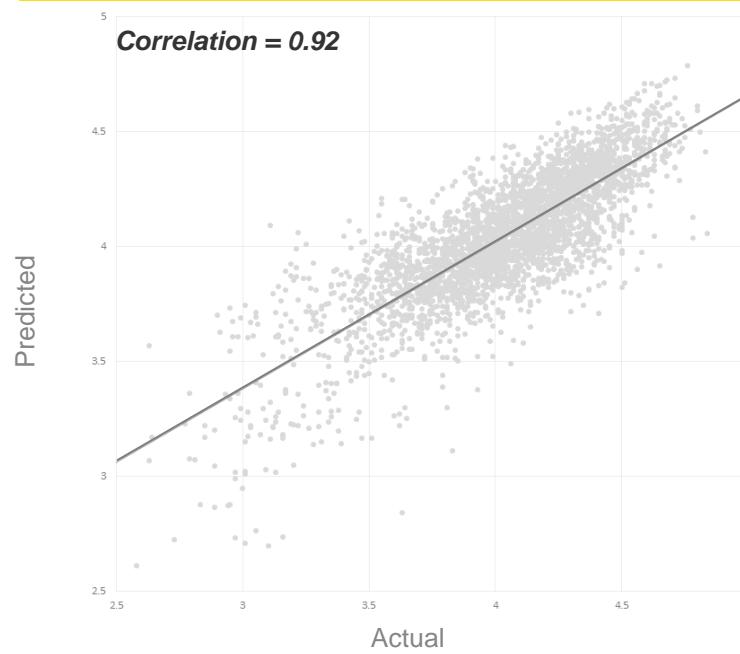


Strong correlation between machine and survey results on validation dataset

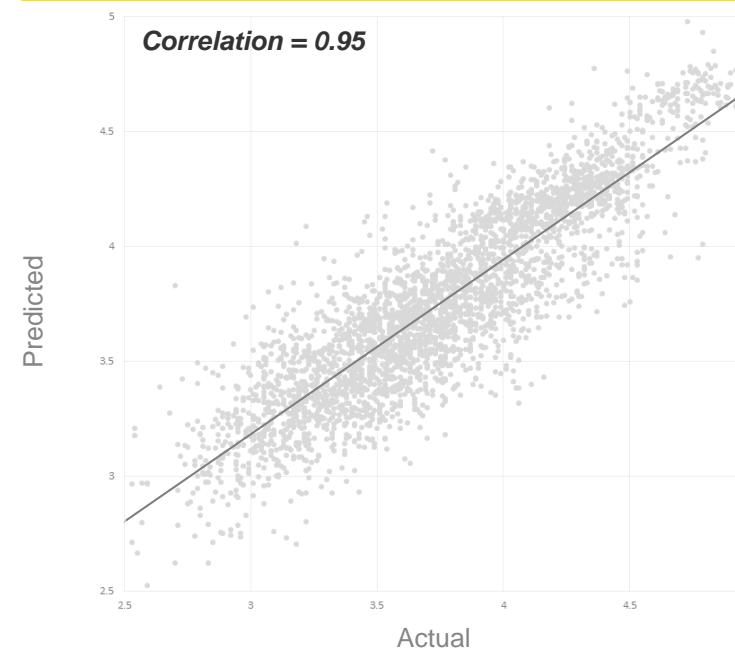
Strong correlation to survey on KPIs

Predicted vs. actual creative test score for branding, enjoyment, persuasion

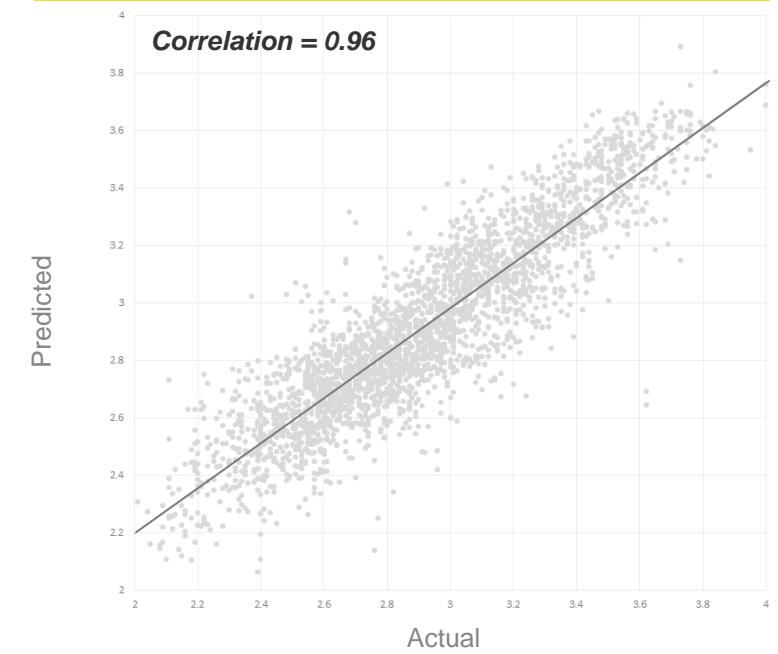
Branding



Enjoyment



Persuasion

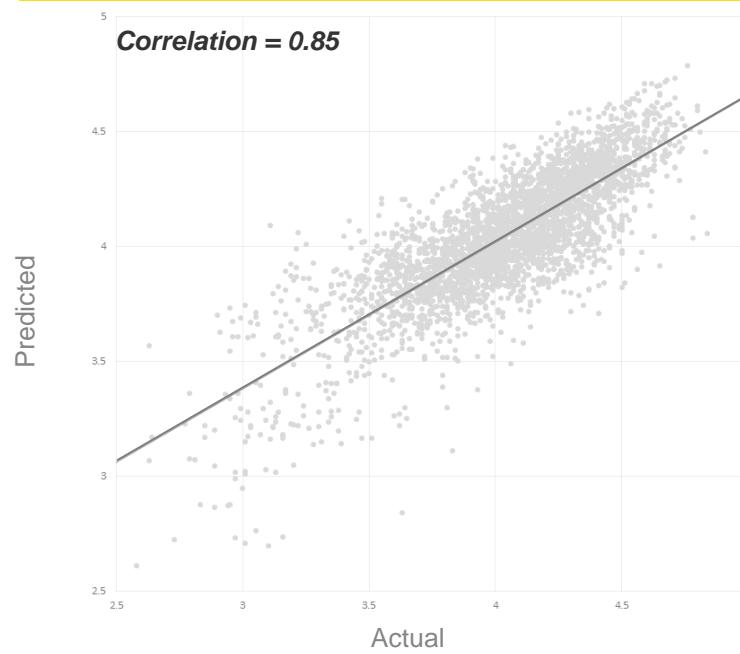


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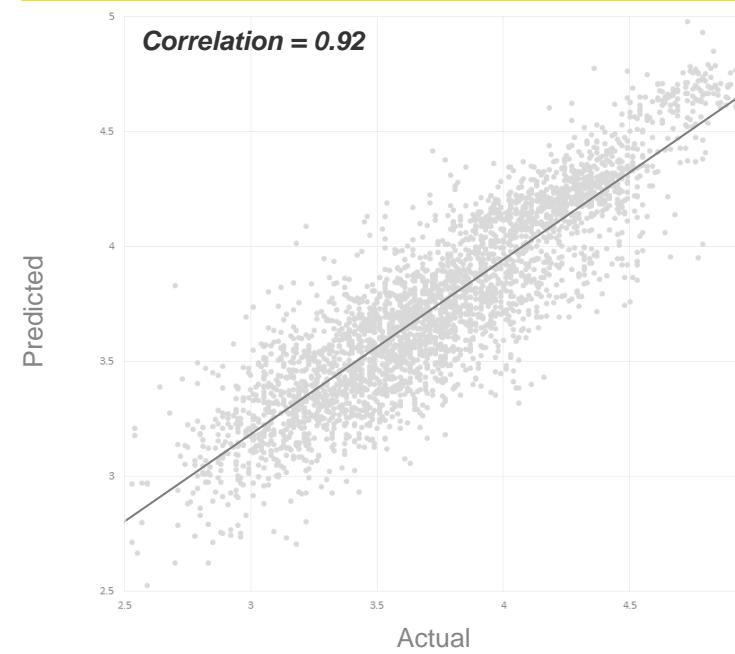
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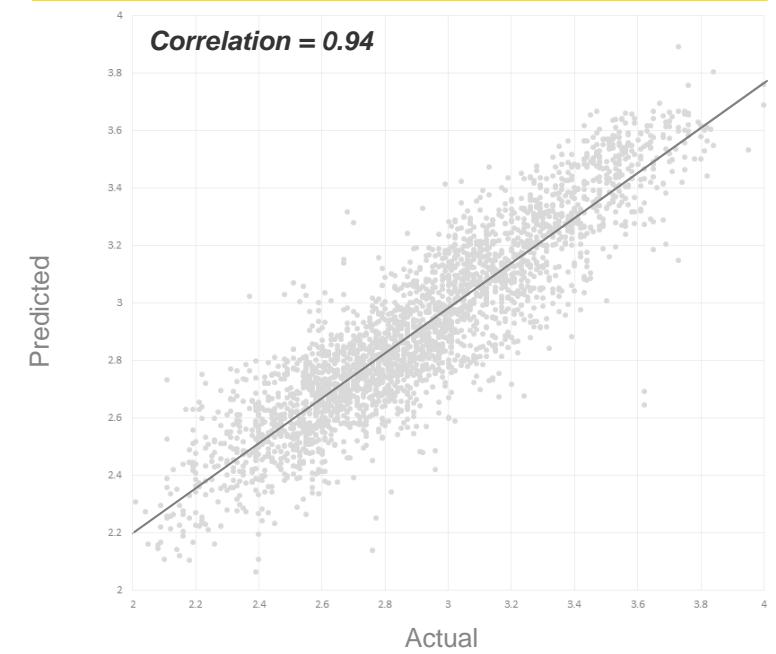
Branding



Enjoyment



Persuasion



AI has enabled us optimising creative and return as never before

cost-effective ②
at scale

cancels the ④
guess work

a full set of ⑥
performance metrics
and analytics, not a
simple go - no go

① AI fits tight timelines

③ ensures long-lasting
learnings

⑤ updates
continuously

⑦ only MASB* and
award-winning
accredited creative
assessment frame



MRS UK 2022

Winner

Innovation of
the Year

issue: AI on Creative
Assessment



100% Media
France

Silver Medal

Innovation Trophy

issue: The Effectiveness of
Sports Advertising

*MASB Home



Oppsummert

1. Reklametesting med **AI erstatter ikke surveybasert reklametesting**. Metodene har hvert sitt formål og anvendelse.
2. Med facial coding og eyetracking i Link+ får vi adgang til hittil utilgjengelige system 1-reaksjoner, som gir verdifull innsikt om den **umiddelbare responsen** til reklamen.
3. AI gir **nye måter** å jobbe med utvikling og evaluering av kommunikasjon, og Link AI har sin styrke i **volum og justering**.
4. Survey gir oss fortsatt den nødvendige **dybde og mening** når man tester reklame for reklame. Vi må vite om folk skjønner budskap og historie.
5. Kreativ kommunikasjon kan optimaliseres med **innsikt** fra pretest for å sikre ønsket effekt.

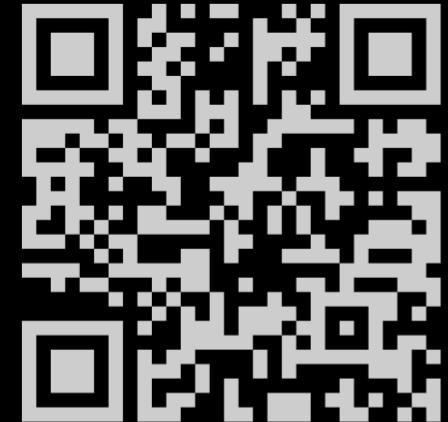
Questions?



Trine Byg
Creative & Media Lead
Kantar Norge



Mauro Fusco
Global BMROI Analytics
Kantar EMEA Lead



KANTAR

Thank you!

27. februar 2025

08:30-09:30

BRAND STRATEGY UNPACKED MASTERCLASS

Discover the power moves that will help you build resilient Brands in 2025 and beyond.

We're bringing you three video lessons on Brand Strategy, led by world-renowned experts at Kantar.

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MASTERCLASS 2:

Smarter ways to use distinctive brand assets to achieve Brand Equity and Salience

MASTERCLASS 3:

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